



NATIONAL LASER INSTITUTE

Q&A with Louis J. Silberman

President of National Laser Institute (NLI)

Scottsdale, Arizona | www.NationalLaserInstitute.com

JUST WHAT IS THE NATIONAL LASER INSTITUTE (NLI)?

National Laser Institute is a nationally recognized, leading provider of medical aesthetic education. Our advanced accredited courses provide continuing education and CME/CE (Continuing Medical Education/Continuing Education) credits to physicians, nurses, physician assistants, medical assistants, and nurse practitioners. The courses are taught by leading dermatologists and plastic surgeons.

AND WHAT IS THE PRIMARY THRUST OF NLI?

Our mission is to ensure that NLI students acquire the confidence...the skill...the knowledge...that will enable them to deliver the highest quality, safest, and most effective services to their clients.

DOES NLI DIFFER IN ANY WAY FROM OTHER SUCH TRAINING PROGRAMS?

Yes. NLI is the *first* such training program in the nation to offer a 7-day comprehensive course specifically for nurses, physicians, and medical professionals conducted by dermatologists and cosmetic surgeons. Most competitive courses are one to two days in length and conducted by nurses.

IS BOTOX YOUR MOST POPULAR COURSE?

Yes. Most nurses and physicians are seeking a quick means of entering this billion dollar market to erase wrinkles.

REMOVAL OF UNWANTED HAIR SEEMS TO BE “BIG” THESE DAYS. IS THAT A FREQUENTLY REQUESTED COURSE AT NLI?

Definitely. In today's market place, clients are tired of waxing...and frustrated by unsightly red bumps caused by shaving. Laser hair removal is a fast...affordable...and a virtually pain-free method of removing unwanted hair anywhere on the face and body.

WHAT ARE SOME OTHER FAVORITE COURSES?

Our *Dermal Fillers* course - which targets unwanted smile lines and enhances sexier lips – is in big demand. Also, *Photo Facial Skin Rejuvenation* (using an intense pulse light device to make sun damage and other skin imperfections go away) is quite hot.

Our *Laser Tattoo Removal Program* is getting extremely busy. Why? In March 2002, *Esquire Magazine* estimated that one in every eight Americans was tattooed. Also in 2002, the American Society of Dermatological Surgery estimated that 50 percent of the millions of Americans who have tattoos wanted them removed.

Laser Wrinkle Reduction is popular because it provides treatment specifically for crow's feet and acne scars.

And *Skin Tightening* is emerging as an extremely requested procedure. Today's consumers are seeking non-invasive procedures requiring little downtime in order to tighten the skin and improve skin texture and laxity.

WE UNDERSTAND THAT YOUR STUDENTS COME FROM THROUGHOUT THE WORLD. TRUE?

Correct. In any normal class, at least one or two will be from a country other than the United States. And as we continue to solidify our niche in the industry, we anticipate an increase in that number.

THE NLI HEADQUARTERS OFFICE AND CAMPUS ARE IN NORTH SCOTTSDALE. WITH AN EVER-GROWING FOCUS NATIONALLY ON "LOOKING YOUNG," ARE THERE PLANS TO EXPAND NLI'S OPERATION TO OTHER AREAS OF THE COUNTRY?

Absolutely! Our Las Vegas campus will be ready for opening in fall of this year. Plus, we're exploring future sites in California, Texas, and a number of other states. NLI is in a very exciting period of its existence.

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